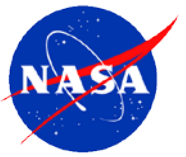


SPACE WEEK TEXAS 2009

Space Matters



Communication Goal and Strategy

Sharing the relevance and impact of NASA via an integrated event that combines education, outreach, legislative relations and media in the State of Texas.

Space Week 2009 was a weeklong event at the Texas State Capital, University of Texas, LBJ Library, and Texas A&M.



Public Outreach

- Driven to Explore trailer
- Speakers
- Exhibits
- Educational activities and events
- Television, radio and print media campaign



Educational Events

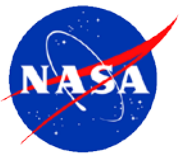
- Astronaut autographs in the Rotunda
- Over 2,400 students pre-registered
- 18 hands-on activities for students
- Focus on 5th – 8th grade students



Legislative Visits

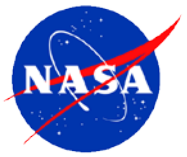
- Educational and informational visits with the Governor, Lt. Governor, Secretary of Education, Deputy Secretary of State, 158 out of 181 House and Senate offices
- Visit teams included NASA students, employees and community leaders





Results

- Media Impressions: 202,525 television, 459,300 print
- Student participation: 13,000
 - UT Campus - 1100
 - Texas State Capitol - 5400
 - LBJ Library and Museum - 4500
 - Texas A&M – 2000
- Resolutions supporting NASA in the House and Senate



Making a Difference in the Community – Outreach Projects

September 20, 2010



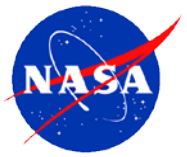
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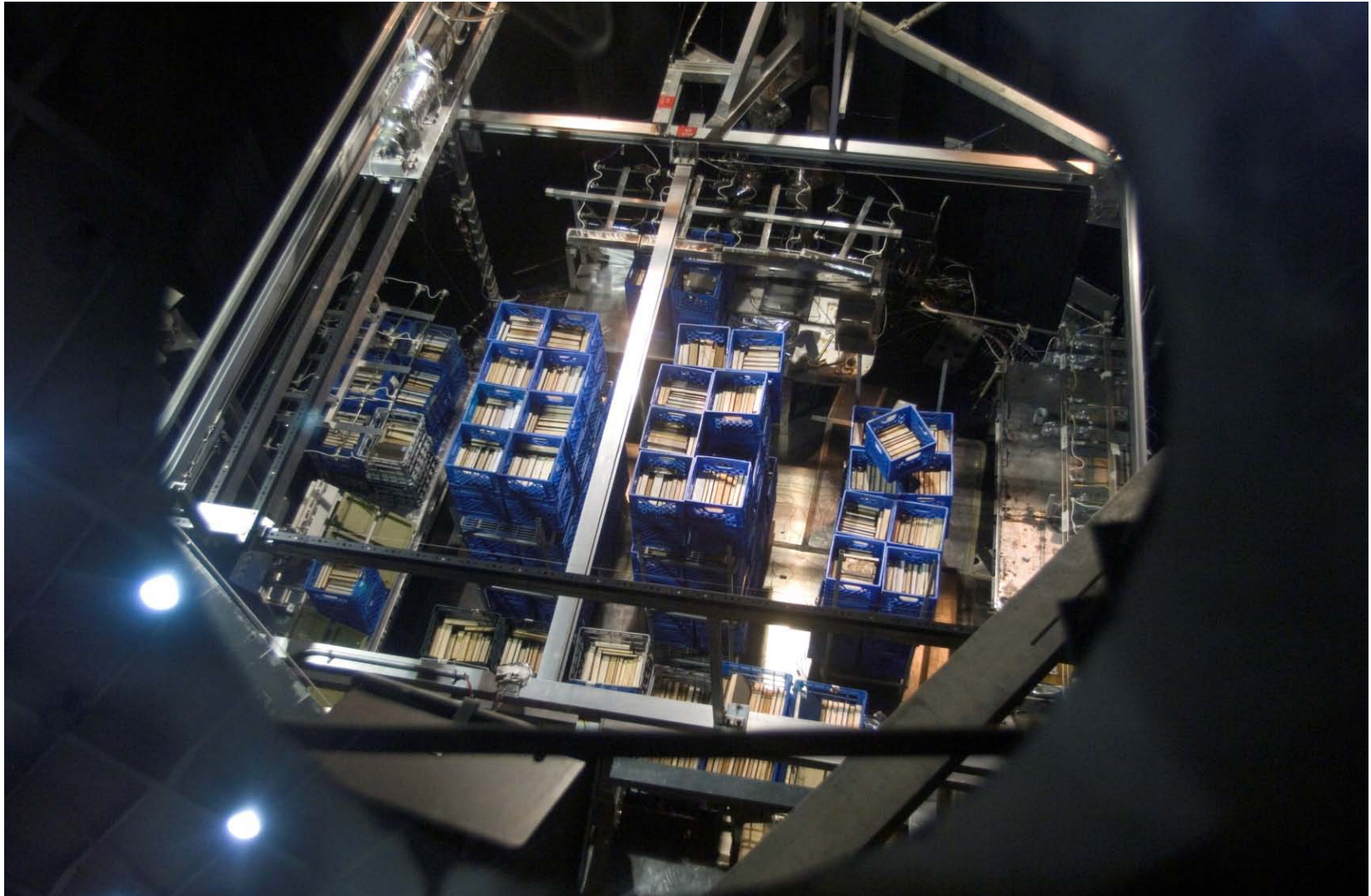
- **Texas Medical Center Relationship . . .**
- **Texas Children's Hospital Cancer Center**
 - Creates a fun, relaxed and informal setting to allow patients to be children while learning about NASA
 - Engages patients through art and science education hands-on activities.
 - Book reading and storytelling in English and Spanish
 - Quarterly visits
 - Impacts approximately 50-60 kids each visit



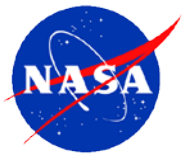
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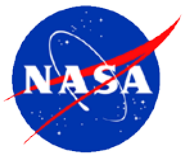
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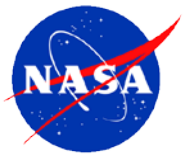
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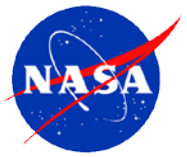
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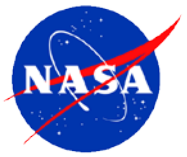
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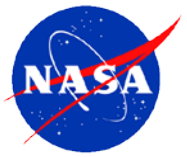
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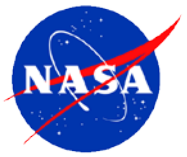
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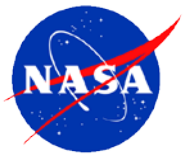
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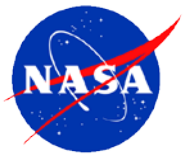
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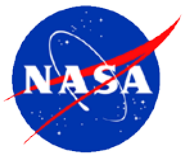
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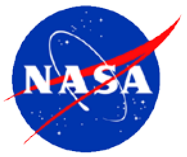
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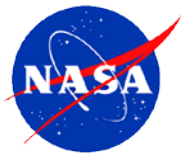
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Making a Difference in the Community – Outreach Projects



Making a Difference in the Community – Outreach Projects



Outreach to our Military

Veteran's Day Activities

- Received more than 1300 letters and cards from the local school district
- Gathered items that filled more than 500 care packages for deployed military units
- NASA Honor Walls



Valentine's for Troops

- More than 800 valentines collected



Brooke Army Medical Center Relationship (BAMC)

- 30-40 wounded military personnel and their families visit the Center each year
- Presented with a NASA Honor Wall in July 2010